

## AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method of unilevel marketing and distribution, the method comprising the steps of:

preparing tangible promotional materials at a distributor for mass distribution;  
using a computer to receive a reference for a specific potential customer from a sales representative, the reference being initiated by said sales representative who is known personally by said potential customer and received by ~~a seller~~ the distributor, wherein said reference includes a message that is personalized specifically to the potential customer from said sales representative;

personalizing the previously prepared tangible promotional materials for distribution to said potential customer, wherein personalizing the promotional materials comprises the step of modifying the previously prepared tangible promotional materials to include said personalized message and means for identifying said sales representative;

distributing said tangible promotional materials directly to said potential customers from a the distributor;

~~if the potential customer purchases from said promotional materials~~, using a computer to:

receive a purchase order from said potential customer, wherein said order is received by said distributor and identifies said sales representative;

receive payment for said order; and

distribute a portion of said received payment as a commission to said sales representative.

2. (Previously Presented) The method of claim 1, wherein the reference received from the sales representative is received over the internet using a web page accessed by the sales representative.

3. (Previously Presented) The method of claim 1, wherein said means for identifying the sales representative is an identification number.

4. (Previously Presented) The method of claim 1, wherein said means for identifying provides said distributor with preferred options for distributing said portion of said received payment to the sales representative.

5. (Previously Presented) The method of claim 1, wherein said reference is received over the internet.

6. (Previously Presented) The method of claim 1, wherein said reference is received via E-mail.

7. (Previously Presented) The method of claim 1, wherein said promotional materials are received via a telephone.

8. (Original) The method of claim 1, wherein the promotional materials are in an audio form.

9. (Original) The method of claim 1, wherein the promotional materials are in printed form.

10. (Original) The method of claim 1, wherein the promotional materials are in a video presentation format.

11. (Previously Presented) The method of claim 1, wherein the reference provided by the sales representative includes the customer's age, interests, income level, or household.

12. (Previously Presented) The method of claim 1, wherein the reference is received by a distributor was input by the sales representative at a website.

13. (Previously Presented) The method of claim 1, wherein the reference received from the sales representative is stored in a customer database.

14. (Original) The method of claim 1, wherein the promotional materials are transmitted to the customer over the internet in the form of electronic mail.

15. (Original) The method of claim 1, wherein the customer purchases over the internet.

16. (Currently Amended) A method for selling product through direct promotion and direct distribution to a customer, the method comprising the steps of:

preparing tangible promotional materials at a distributor for mass distribution;  
using a computer to receive a referral from a sales representative over the internet for a specific potential customer, the referral being initiated by said sales representative entering information into a webpage, wherein said referral includes a message that is personalized specifically to said customer from said sales representative, who is personally known by said customer;

personalizing the tangible promotional materials at the distributor for said customer, wherein personalizing said tangible promotional materials comprises the step of modifying the tangible promotional materials to include said personalized message and an identifier of said sales representative;

sending said tangible promotional materials to said customer from a the distributor;

~~if said customer purchases from said promotional materials~~, using a computer to:

receive a purchase order from said customer, said purchase order containing said identifier of said sales representative;  
receive payment for said order from said customer; wherein the payment is received by an entity selected from a list consisting of the distributor and a seller; and  
provide a portion of said payment to said sales representative as a commission for said purchase.

17. (Cancelled)

18. (Original) The method of claim 16, wherein said identifier is an identification number.

19. (Previously Presented) The method of claim 16, wherein said promotional materials are received over the internet.

20. (Previously Presented) The method of claim 16, wherein said referral is received via E-mail.

21. (Previously Presented) The method of claim 16, wherein said promotional materials are received via telephone.

22. (Original) The method of claim 16, wherein the promotional materials are in an audio form.

23. (Original) The method of claim 16, wherein the promotional materials are in printed form.

24. (Original) The method of claim 16, wherein the promotional materials are in a video presentation format.

25. (Previously Presented) The method of claim 16, wherein the referral provided by the sales representative includes the customer's age, interests, income level, or household.

26. (Cancelled)

27. (Previously Presented) The method of claim 16, wherein the referral received from the sales representative is stored in a customer database.

28. (Original) The method of claim 16, wherein the promotional materials are transmitted to the customer over the internet in the form of electronic mail.

29. (Original) The method of claim 16, wherein the customer purchases over the internet.